

Development of paternalistic strategy of industrial growth with regard to institutional traps (Qwerty-Effects)

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Abstract

The article provides the theoretic-methodical approach to the content of paternalistic strategies of development of industry. The given approach takes the principles of behavioural economy as the basis and explains the necessity of methods of state regulation by the existence of institutional traps (QWERTY effects) and cognitive and behavioural anomalies corrected as a result of state implantation of the normative standard into the structure of subjective preferences of economic agents. The article provides rationalization for the necessity of application of measures of the direct influence limiting possibilities of an individual choice present at a high risk level of irrational behavior, and the measures of indirect influence correcting an individual choice of short-term benefit, interfaced with high expenses in the long-term period.

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Keywords

'New' paternalism, Behavioural anomalies, Normative standards, Paternalistic state, Paternalistic strategy of industrial development, QWERTY effects, State regulation of economy